



# THE NORTH PORT PROSPECTUS

*SOUTHWEST FLORIDA'S BEST-KEPT SECRET*

*"#1 Up and coming Small City in the U.S."*

MoneyGeek

*"#2 Best State for Small Business in the U.S."*

Simplify LLC

*"Top U.S. Growth City in 2023"*

U-Haul

# OPPORTUNITY PROFILE | HOTEL

## Market Demand

The City of North Port, Florida has a significant unmet demand for additional lodging options.

**\$258** County Average Lodging Rate

**68%** County Average Occupancy Rate

**6.2%** Annual Increase in Lodging Rates

**7%** Annual Decrease in Occupancy Rates

North Port only contains one hotel, a 100-bed Hampton Inn located off of Price Boulevard.

## North Port Highlights

North Port is the **second fastest-growing City** in the United States, home to 94,711 thousand residents.

**100K** Residents Within the Next 2-3 Years

**250K** Residents at Full Buildout

North Port contains two major tourist destinations:



### WARM MINERAL SPRINGS PARK

Florida's only warm mineral spring

Average Annual Visitors: **150,000**



### COOLTODAY PARK

Atlanta Braves Spring Training

Average Season Attendance: **100,000**

Average Game Attendance: **6,300**

## Regional Assets



### PROXIMATE AIRPORTS

#### Punta Gorda Airport | PGD

Distance from North Port: **18 miles**

Annual passengers: **1.84 million**

#### Sarasota-Bradenton International Airport | SRQ

Distance from North Port: **37 miles**

Annual passengers: **3.84 million**

#### Southwest Florida International Airport | RSW

Distance from North Port: **53 miles**

Annual passengers: **8.84 million**

#### Tampa International Airport | TPA

Distance from North Port: **87 miles**

Annual passengers: **19.62 million**



### PROXIMATE BEACHES

Englewood 14 miles

Nokomis 18 miles

Manasota Key 14 miles

Boca Grande 23 miles

Venice 16 miles

Siesta Key 30 miles

Visit Sarasota County spends its funds to advertise year-round and build relationships in five target markets.



Domestic Leisure



International Leisure



Meetings



Sports Events



Leisure Groups



# FOREWORD

CITY MANAGER A. JEROME FLETCHER II, ICMA-CM, MPA



The City of North Port is at a pivotal moment in its history. Our City has built momentum over the last few years, receiving nationwide recognition as the second fastest-growing City in the United States. This **North Port Prospectus** serves as your guide to investing in North Port, a City primed for commercial and industrial development.

North Port is currently 94,711 residents strong, steadily welcoming new faces every year. The City is positioned to continue its steep growth trajectory and is projected to reach 100,000 residents in the next 2-3 years. This is complemented by having the youngest median age in the region at 49, representing a strong and capable workforce.

As City Manager, I can say with certainty that North Port is pro-business, pro-development, and prepared to welcome your project to our City. We represent 104 square miles of opportunity for developers and site selectors settling in Southwest Florida.

If you are interested in development opportunities in the City of North Port, contact our Economic Development team at [EconomicDevelopment@NorthPortFL.gov](mailto:EconomicDevelopment@NorthPortFL.gov) or call **941-429-7029**.

A handwritten signature in blue ink that reads "A. Jerome Fletcher II".



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# CITY SNAPSHOT

## FAST FACTS | NORTH PORT



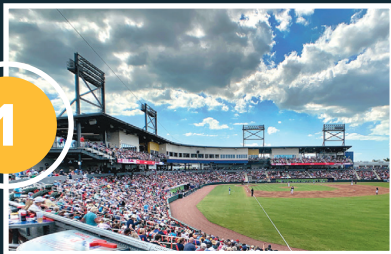
**94,711** Current Residential Population *(according to world population overview.com)*

**250,000** Population at Total Buildout

**\$78,587** Median Household Income

## THINGS TO DO | NORTH PORT

1



### COOLTODAY PARK Home of Atlanta Braves Spring Training facility

With an average season attendance of 100,000 fans and an average Spring Training game attendance of 6,300 fans, this facility acts as a year-round event venue for the City.

2



### LEGACY TRAIL Segment of planned 336 mile Gulf Coast trail

The Legacy Trail welcomes approximately 700,000 annual users. Led by the Trust for Public Land, it will connect to the larger Florida Gulf Coast Trail, a 336-mile long corridor traversing seven southwest Florida coastal counties to become Florida's longest trail.

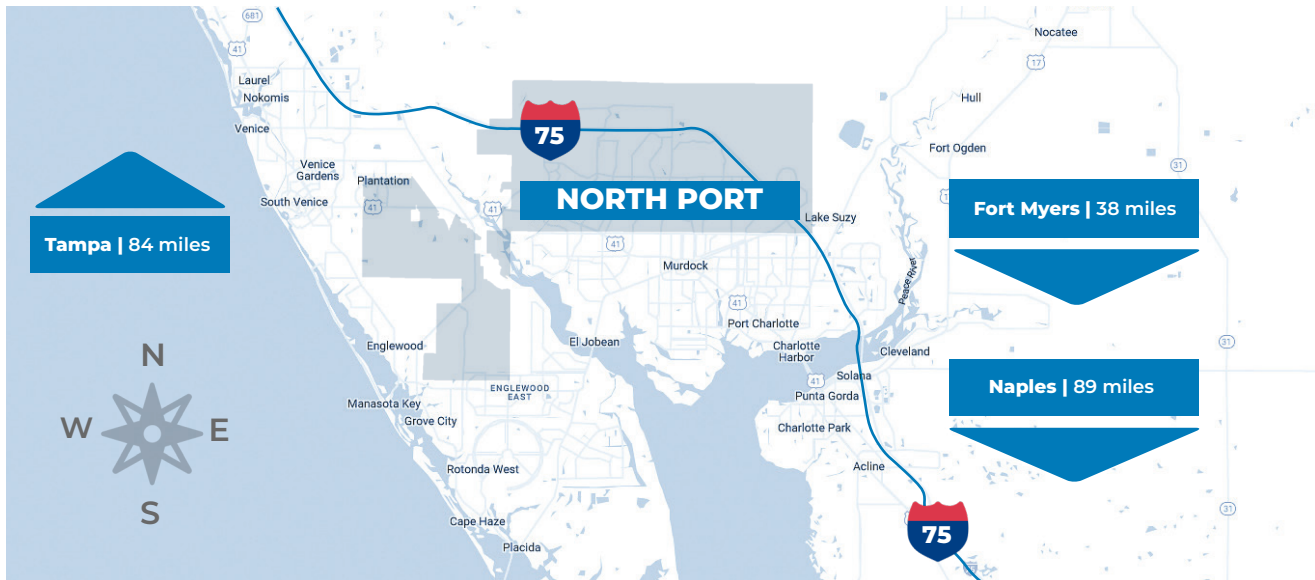
3



### WARM MINERAL SPRINGS PARK Florida's only natural warm spring

One of North Port's major ecotourism assets is Warm Mineral Springs. 85 degrees year-round, the park welcome more than 150,000 visitors annually. As a longstanding natural wonder, it is also listed on the U.S. National Register of Historic Places.

## CITY OVERVIEW



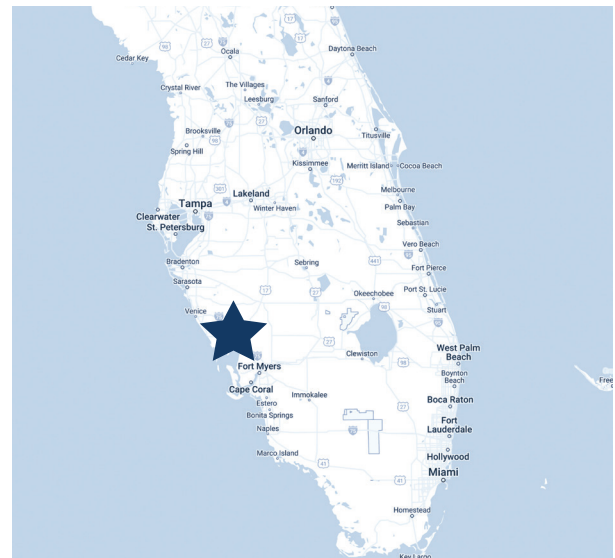
Strategically situated between Tampa and Fort Myers, the City of North Port has the assets and amenities well-suited to a variety of commercial needs.

North Port is not only proximate to five airports and four seaports, but directly adjacent to I-75. Much of the City is undeveloped, with between 12 and 30 million square feet of buildout potential located in the City's major development areas alone.

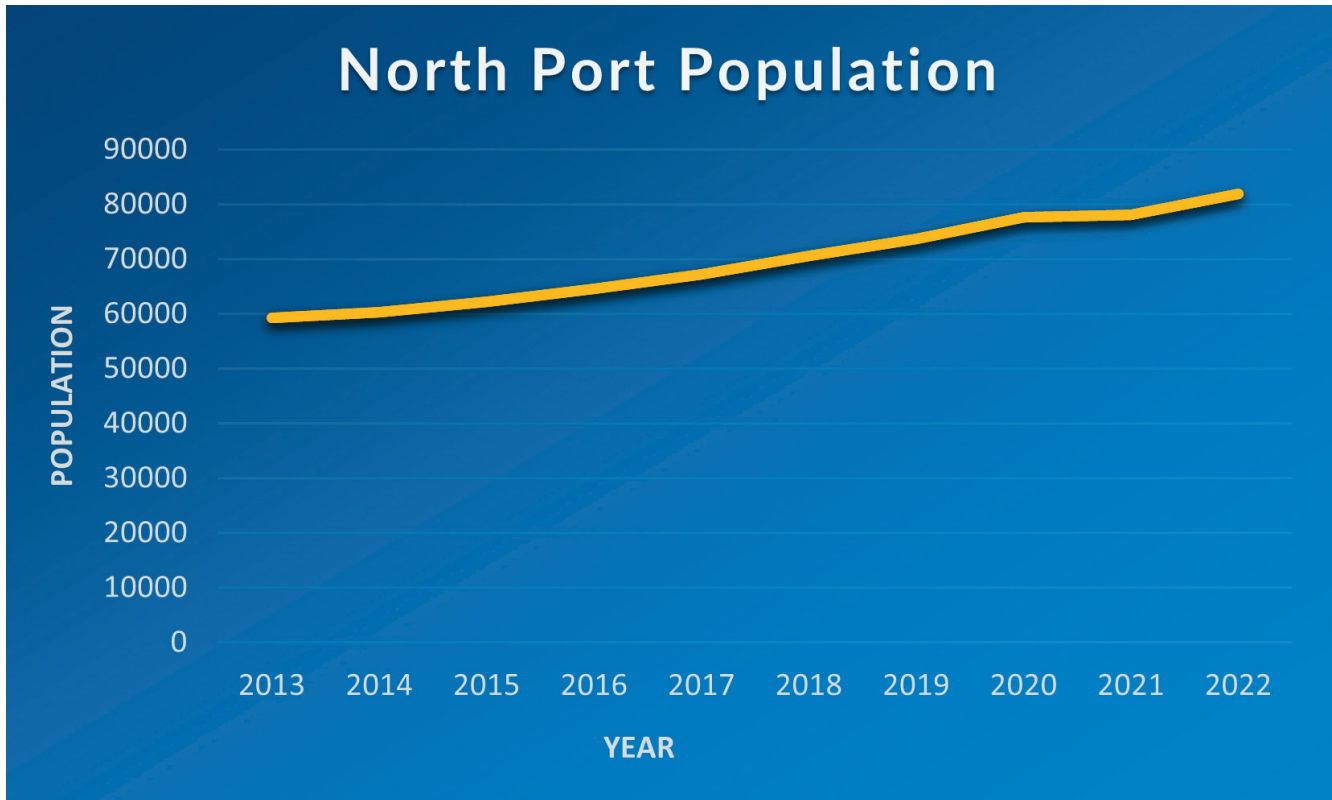
North Port, however, has much more than potential. As the only city in Florida with a state park (Myakka State Forest), the only city in Florida with a warm spring (Warm Mineral Springs), and the home to over 80 miles of waterways, North Port is an ecotourism destination.

Plus, North Port is home to young, educated workers. With the lowest median age in our region of 49 and over 50% of our population educated beyond high school, this City represents a formidable workforce.

North Port presents a rare opportunity for developers, with a low cost-of-living, connected community, and homegrown talent pool.



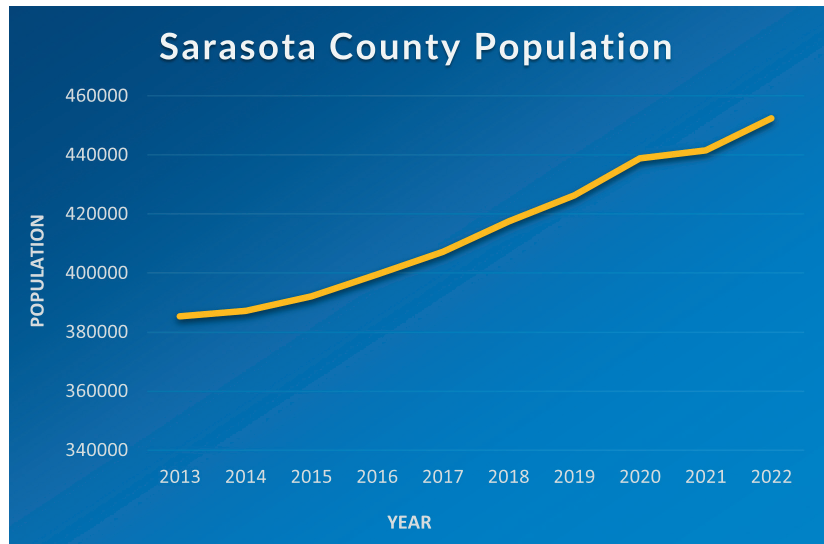
## POPULATION DATA



### REGIONAL POPULATION

Steady population increase has occurred not only in the City of North Port, but the entirety of Sarasota County.

MUNICIPALITY	AVG. PERCENT CHANGE (%)
Sarasota County	2.9%
City of North Port	5.4%

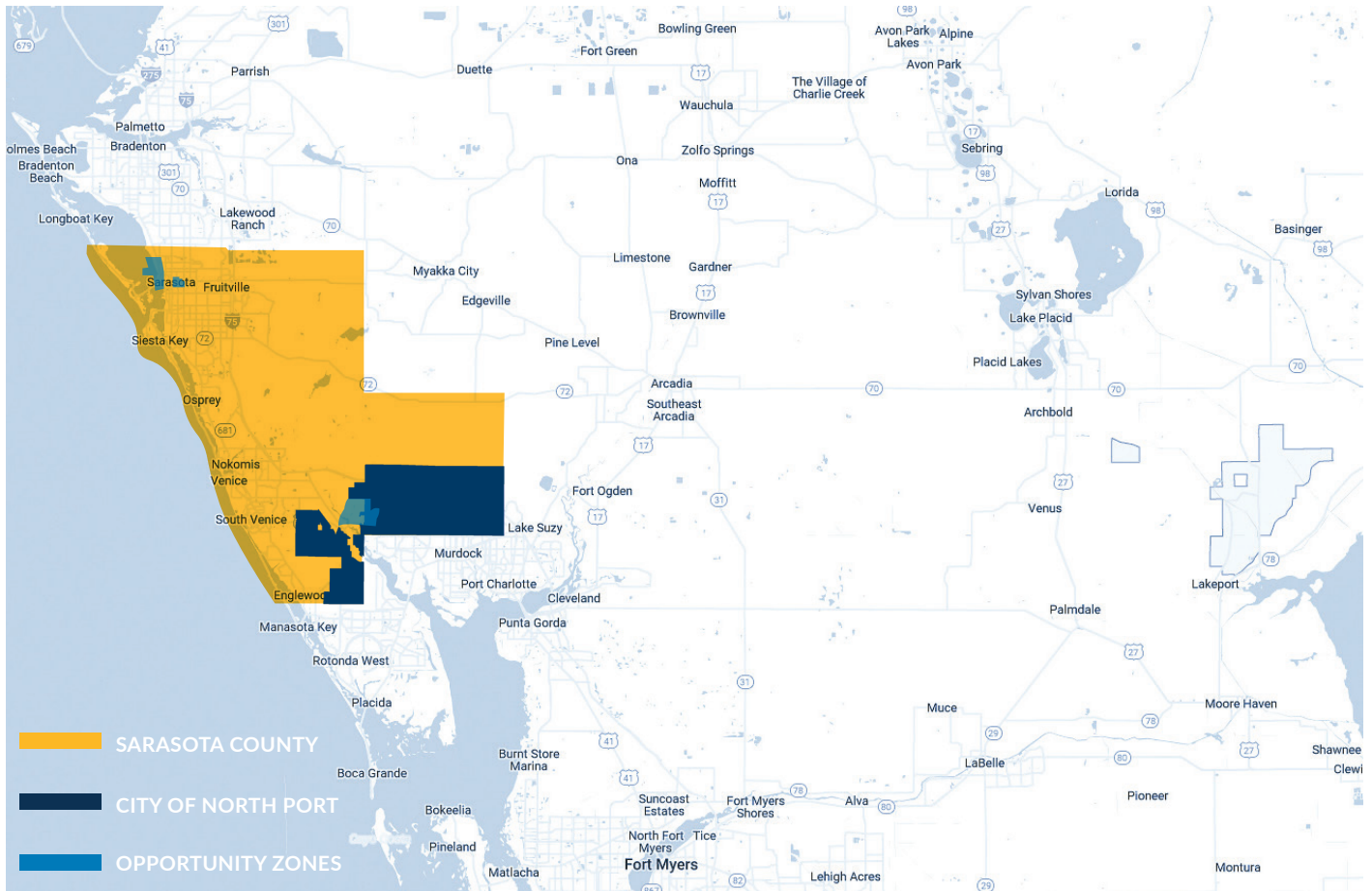


*Data retrieved from the University of Florida's Bureau of Economic and Business Research, Florida Estimates of Population, 2013-2022*

# GEOGRAPHY OF OPPORTUNITY ZONES

	POPULATION 2016	POPULATION 2022	PERCENT (%) CHANGE	SQUARE MILES
County (Sarasota)	412,569	452,378	9.6%	725
City (North Port)	60,871	81,823	34.4%	104
	POPULATION 2010	POPULATION 2020	PERCENT (%) CHANGE	SQUARE MILES
Opportunity Zone (North Port)	3,993	4,812	20.5%	5

Data retrieved from the University of Florida's Bureau of Economic and Business Research, Florida Estimates of Population, 2013-2022





# COMMUNITY INDUSTRY SNAPSHOT

## 2023 INDUSTRY SNAPSHOT | JOBSEQ

NAICS	INDUSTRY	EMPLOYED	AVERAGE WAGES	PERCENT SHARE	LOCATION QUOTIENT (LQ)
44	Retail Trade	2,138	\$44,371	17.4%	1.81
23	Construction	1,803	\$61,582	14.8%	2.53
61	Educational Services	1,195	\$59,028	10.8%	1.26
72	Accommodations Food Services	1,258	\$33,136	10.8%	1.22
62	Health Care Social Assistance	1,139	\$64,830	9.5%	0.66
92	Public Administration	800	\$70,194	6.5%	1.47
56	Waste Management Remediation	600	\$48,452	6.5%	0.80
81	Other Services	568	\$40,897	5.0%	1.11
54	Professional Scientific Medical	454	\$97,002	3.6%	0.52
31	Manufacturing	444	\$65,995	3.4%	0.47

*Data Retrieved from the JobsEQ (Chmura) Industry Snapshot Tool in JobsEQ for Workforce.*

## SOCIAL AND ECONOMIC OVERVIEW



### BACKGROUND | SOCIAL AND ECONOMIC OVERVIEW

	BLACK	HISPANIC	FOREIGN BORN
Sarasota County	4.70%	10.30%	12.10%
City of North Port	5.50%	10.20%	10.30%
O-Zone	3.50%	18.50%	18.50%
Florida	17.00%	27.10%	21.10%
United States	13.60%	19.10%	13.70%



### FINANCIAL | SOCIAL AND ECONOMIC OVERVIEW

	POVERTY	MEDIAN HOUSEHOLD INCOME	UNEMPLOYMENT
Sarasota County	8.50%	\$72,213	3.40%
City of North Port	6.30%	\$78,815	3.30%
O-Zone	15.30%	\$45,732	2.70%
Florida	12.70%	\$67,917	5.30%
United States	11.50%	\$75,149	3.90%



## SOCIAL AND ECONOMIC OVERVIEW



### EDUCATION | SOCIAL AND ECONOMIC OVERVIEW

	BACHELORS OR UP	SOME COLLEGE	NO HIGH SCHOOL DEGREEE
Sarasota County	38.30%	19.95%	4.01%
City of North Port	29.90%	24.61%	6.15%
O-Zone	5.50%	36.10%	27.20%
Florida	32.30%	19.54%	6.55%
United States	37.70%	15.00%	9.00%



### AGE | SOCIAL AND ECONOMIC OVERVIEW

	% UNDER 18	% OVER 65
Sarasota County	13.70%	37.70%
City of North Port	17.70%	28.40%
O-Zone	22.30%	18.10%
Florida	19.30%	21.60%
United States	21.70%	17.30%



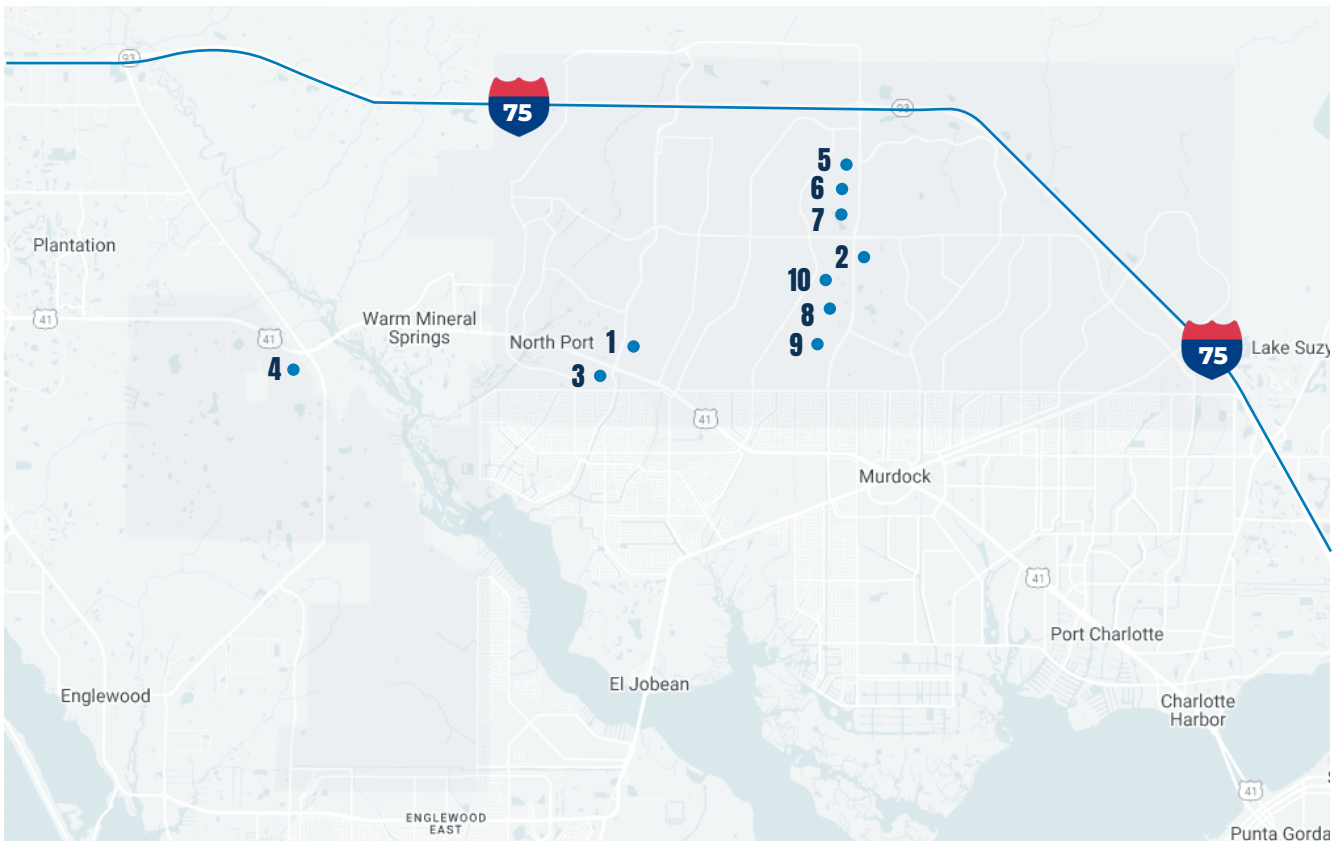
<https://www.census.gov/quickfacts/sarasotacountyflorida>  
<https://worldpopulationreview.com/us-counties/fl/sarasota-county-population>  
<https://www.bls.gov/cps/>  
<https://www.census.gov/newsroom/press-releases/2023/educational-attainment-data.html>

# LARGEST NON-GOVERNMENT, NON-RETAIL EMPLOYERS

EMPLOYERS	TYPE OF BUSINESS	★ = TARGETED INDUSTRY
North Port Rehabilitation and Nursing Center	Healthcare/Medical	★
King Plastics Corporation	Manufacturing	★
Discovery Commons	Healthcare/Medical	★
Stonewall Logistics Solutions	Service (Consulting)	
Progressus Therapy	Healthcare/Medical	★
Euro Wall Systems	Manufacturing	★
Adams Group	Manufacturing	★
La Petite Academy	Service (Education)	
Busy Bee Cabinetry	Manufacturing	★
Mark Kaufman Roofing	Service (Construction)	



Data Retrieved from the Sarasota County Tax Collector's Business Tax Receipt Report, 2022



## LARGEST NON-GOVERNMENT, NON-RETAIL EMPLOYERS | LOCATIONS

- |          |  |           |                      |
|----------|--|-----------|----------------------|
| <b>1</b> | North Port Rehabilitation and Nursing Center | <b>6</b>  | Euro Wall Systems    |
| <b>2</b> | King Plastics Corporation                    | <b>7</b>  | Adams Group          |
| <b>3</b> | Discovery Commons                            | <b>8</b>  | La Petite Academy    |
| <b>4</b> | Stonewall Logistics Solutions                | <b>9</b>  | Busy Bee Cabinetry   |
| <b>5</b> | Progressus Therapy (Invo)                    | <b>10</b> | Mark Kaufman Roofing |

*Data Retrieved from the JobsEQ (Chmura) Employment Tool in JobsEQ for Workforce, 2022.*

## TARGETED INDUSTRIES



### CORPORATE HEADQUARTERS

NAICS CODE(S) - 55

The location where a company's executive management, key managerial staff and support staff are housed as the part of a corporate structure that deals with important tasks such as strategic planning, corporate communications, record-keeping, marketing, finance, human resources and information technology.

### HEALTHCARE

NAICS CODE(S) - 622

Consists of businesses that provide medical services, manufacture medical equipment or drugs, provide medical insurance, or otherwise facilitate the provision of healthcare to patients.



### LIFE SCIENCES

NAICS CODE(S) - 5416 & 5417

The research, development, commercialization, manufacturing, and implementation of innovative treatments, diagnostic tools, healthcare related software, medical devices, services, and equipment that supports the study, protection and improvement of plant, animal and human life.

## TARGETED INDUSTRIES



### LOGISTICS AND DISTRIBUTION

NAICS CODE(S) - 48 & 49

Involves wholesale trade, transportation and warehousing. Distribution involves the physical transport of goods as part of e-commerce fulfillment while logistics is a larger series of steps that see those goods handled by fulfillment experts.

### MANUFACTURING

NAICS CODE(S) - 31, 32, & 33

Includes companies engaged in the transformation of inputs into new products using either a mechanical, physical or chemical process. This industry also includes the assemblage of component parts into new goods.



### TOURISM AND ENTERTAINMENT

NAICS CODE(S) - 71 & 72

Establishments where individuals go to enjoy entertainment activities such as concerts, musicals, festivals, magic performances, circuses, comedy, sports events, theatre, dancing and theme parks. This can also include hotels or restaurants.

## STRENGTHS

**With millions of square feet of potential buildout, Florida's generous tax climate, budding ecotourism and sports tourism, and an unparalleled residential quality-of-life, North Port has plenty to offer:**

- 12-30 million square feet of potential buildout in major employment centers.
- A business-friendly climate, leadership team, and local elected body that made Economic Development and Growth Management a pillar within the City's five-year Strategic Plan.
- Florida has the fourth largest economy in the nation, boasting pro-business state tax policies, competitive cost of doing business and a streamlined regulatory environment.
- Rare ecotourism assets including Florida's only natural warm spring in the state (Warm Mineral Springs), over 80 miles of canals, Florida's only state forest fully within municipal limits (Myakka State Forest) and a growing regional trail system.
- Incentives including Impact Fee Deferrals and Economic Development Ad-Valorem Tax Exemption, as well as those available through Sarasota County and the State of Florida.
- The lowest median age in the region of 49, representing a young, diverse, skilled workforce.
- A-rated county school system representing a variety of career pathways, performing exceptionally in K-12 and post-secondary instruction.

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## CHALLENGES

**While North Port represents significant potential and opportunity to incoming developers, the City also faces a few inherited challenges:**

- Hurricane Ian devastated the City of North Port at a historic level, impacting commercial and residential communities in late 2022.
- Large-scale rewrite occurring for outdated land development code.
- Dated perception of North Port as a climate that is not business friendly.
- The City is pre-platted; of the developable area, only 8 percent is designated for commercial use.
- As a fairly young City, some of our major development centers lack the necessary infrastructure for large-scale development.
- Lack of foundational financial incentives, currently being pursued.
- Need for workforce and attainable housing options.



**WORKFORCE** | Support workforce development programs in partnership with federal, state, local, and not-for-profit organizations to influence the workforce pipeline supply.

- Encourage and support the development of local business incubation/acceleration programs.
- Support organizations including CareerSource, CareerEdge, SCORE, Small Business Development Center (SBDC), and others.

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**RETAIL** | Attract and develop a diversified retail sector within the City.

- Identify and market neighborhood commercial parcels to well-suited end-users.
- Encourage the construction of walkable mixed-use development.

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**TARGETED INDUSTRIES** | Attract development within our targeted industries.

- Develop incentives including fast-track permitting, financial incentives, fee mitigation and a Business Response Team (BRT).
- Support existing incentives including Impact Fee Deferrals and Economic Development Ad Valorem Tax Exemption.

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**ORGANIZATION** | Improve organizational structure and processes to increase program efficiency.

- Expand the Economic Development team.
- Stay up-to-date on current trends.

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**MARKETING** | Market the City of North Port as a premiere location to bring business in Southwest Florida, particularly to those within our targeted industries.

- Design and debut a new Economic Development website under the domain DevelopNorthPortFL.gov.
- Increase awareness through inbound and outbound initiatives among developers, site selectors, business leaders, and entrepreneurs.
- Grow Online following on channels including LinkedIn, Facebook, and monthly newsletter.

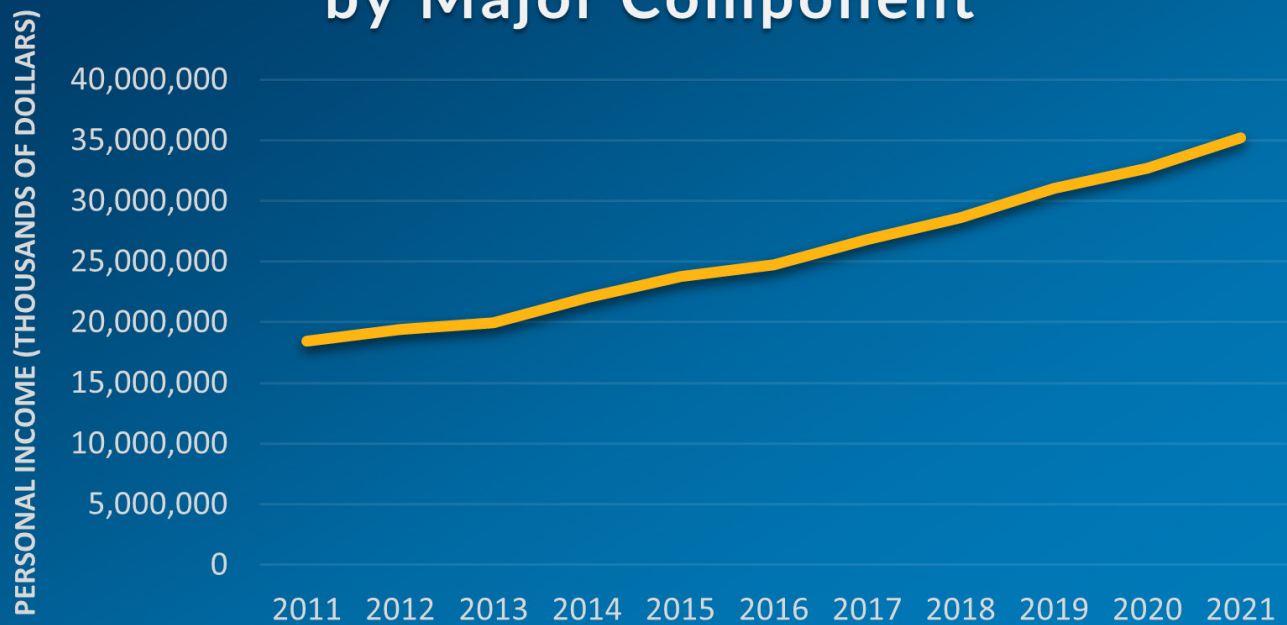
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**INTERDEPARTMENTAL** | Support interdepartmental initiatives that further economic development goals.

- Aid in the procurement of a public-private partner for the development of Warm Mineral Springs Park.
- Assist in directing infrastructure expansion towards smart growth opportunity areas.
- Market upcoming incentives, including the Fast-Track Permitting program.
- Participate in and utilize master plans for our high-yield major employment centers.

## PERSONAL INCOME AND EMPLOYMENT

### Personal Income and Employment by Major Component



YEAR MEASURED	PERSONAL INCOME (\$)	YEAR MEASURED	PERSONAL INCOME (\$)	YEAR MEASURED	PERSONAL INCOME (\$)
2011	\$18,461,412	2015	\$23,789,178	2019	\$31,047,512
2012	\$19,416,027	2016	\$24,762,875	2020	\$32,705,125
2013	\$19,950,833	2017	\$26,827,089	2021	\$35,234,656
2014	\$22,052,048	2018	\$28,628,546		

*Data Retrieved from the Bureau of Economic Analysis, U.S. Department of Commerce, 2022 Personal Income Report.*



# CITY OF NORTH PORT

*SOUTHWEST FLORIDA'S BEST-KEPT SECRET*

As Sarasota County's largest municipality by population and land mass, North Port has joined the ranks of the fastest-growing cities in the nation.

It's easy to see why. Catch a ballgame at the Atlanta Braves Spring Training Facility, CoolToday Park, take a dive back in time with Warm Mineral Springs Park, or discover a developing downtown in Wellen Park.

Whether you are looking for a destination to enjoy for days or decades, North Port has something for everyone.

## *JOIN THE GROWTH!*

Infrastructure expansions, vast undeveloped lands, and a thriving community awaits in North Port, Florida.



NORTH PORT | FLORIDA

## *UNLOCK OPPORTUNITIES IN NORTH PORT, FLORIDA*

### **VISIT US**

4970 City Hall Blvd.  
North Port, FL 34286

### **CONTACT US**

941-429-7029  
EconomicDevelopment@NorthPortFL.gov  
[DevelopNorthPortFL.gov](http://DevelopNorthPortFL.gov)

Subscribe to our  
*Game Changer*  
newsletter

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